

# Father-Son Team Started J and R Ford Tractor Sales

Ray White and his son John combined forces in 1968 to start J and R Ford Tractor Sales, Inc., at 30 W. Allen St., Mechanicsburg, Pa. Ray brought the skills of a successful contractor and John came into the business from his wooden wagon wheel factory in Mechanicsburg.

The elder White retired about five years ago, but his direction is still there.

"We plan to be in business for a long time," said Sales Manager Bill Nauss, "our service department is top-notch and our lawn and

garden business is growing every year." He credits the 1984 Ford tractor line for being high quality machinery at a competitive price.

The dealership sells new and used farm, industrial and lawn and garden equipment. They also have a complete parts stock and superior service.

"Our primary market has shifted from the medium sized to the smaller tractors," notes Nauss, "the 1000 series tractors have become the main-stay of our business since Ford started introducing the new models."

To provide additional service to

their customers, J and R added a Western Auto Associate Store to the operation last year. This addition provides auto parts and accessories as well as the smaller

home and garden items to the inventory.

John White is now manager of the operation and Bill Nauss handles the sales. William Bubb

and Lawrence Ehlman each have 15 years in the service department while Mike Neller runs parts and Alva Gamber answers the phone and runs the office.



J and R Ford Tractor Sales, Mechanicsburg, was founded in 1968 by Ray White and his son John. John is now manager of the business following his father's retirement.

## Walter G. Coale Says "Service Sells"

"Buy from a dealer who services what he sells," is what Ray Bent and Ed Garono would like potential customers to keep in mind.

Ray and Ed became owners of Walter G. Coale, Inc. of Churchville, Md. in May 1982 when the Coale family retired after 83 years in the business. The dealership is selling and servicing Ford's full line of lawn and garden, agricultural and industrial equipment along with many other related lines making this full service dealership. It has been a Ford dealership for 29 years.

Service Manager John Main rounds out the management team for the Harford County Ford dealer.

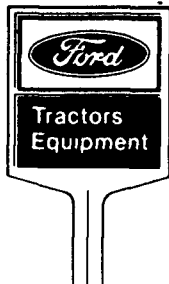
In 1899 the company was a blacksmith shop with a line of general merchandise, all in one room. Today it is an ultra modern facility with parts, service and sales departments. For the new owners, that word service is the key word in the entire business.

And business, has not been bad, they have seen a steady increase

during the last two years — sales are up 30 to 40 percent. In addition, rentals have become a growing aspect of the business. "Renting allows the farmer the use of machinery without tying up large sums of money," explains Ed Garono.

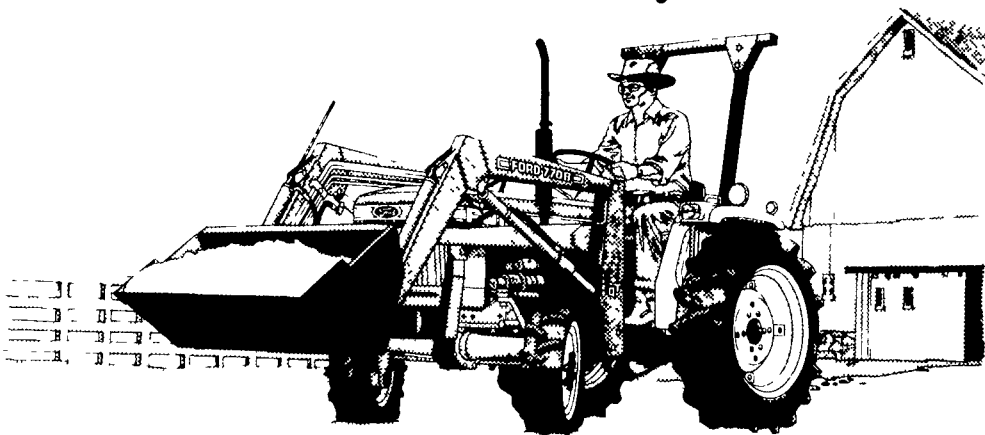
While they traditionally have an open house in March, field days have become more and more frequent. A field day makes it possible for the farmer to see new equipment and new techniques demonstrated right on the farm and in the field.

It all gets back to that one word philosophy — SERVICE!



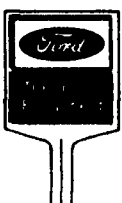
## CLEAN UP WITH A NEW FORD

The Stock NEW FORD 1710 With A Matching Loader Has What It Takes To Clean Barnyards, Feedlots or Horse Stalls Quickly And Efficiently



Ford 1710 Front-Wheel Drive Tractor with 770B Loader

SEE US FOR A FULL LINE OF FORD AGRICULTURE, INDUSTRIAL AND LAWN & GARDEN EQUIPMENT



J & R FORD TRACTOR SALES

30 West Allen Street  
Mechanicsburg, PA 17056  
717/766-0708



### NEW FORD TW-25

# STEP UP

TO BIG TRACTOR MUSCLE!

Meet a new Ford built to make acres roll by efficiently and comfortably. Come in and take a close look at a new Ford TW-25.

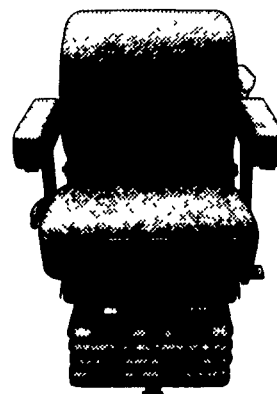
• FULL 3-YEAR WARRANTY PLUS FREE MAINTENANCE FOR 3 YEARS—virtually all you buy is the fuel and fluids for replenishment during the first three years or 2 500 operating hours assuming proper care and maintenance. See us for details.

- 140 PTO hp\* turbocharged 401 cu in diesel engine
- 16-speed Dual Power transmission
- Optional front-wheel drive
- New hydraulic performance
- New Comfortizer seat—best seat on the farm

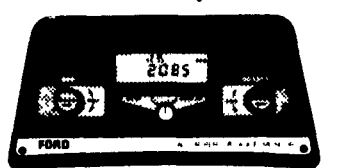
Stop by. We have a TW-25 ready for you to test. And after you do, you'll know what tractor your farm needs. Ford TW-25!

Manufacturer's estimate.

**TW Series 5 and 25 In Stock And Ready For Delivery.**



Ford Comfortizer Seat



Ford Performance Monitor

Contact Us For Latest Pricing, Finance and Leasing Information

WALTER G. COALE, INC.

P.O. Box 38  
Churchville, Md. 21028  
Phone (301) 879-1434

